

Driving ROI for On-Premise Retailers

Untappd Sponsored Badges

UNTAPPD MARKETING : CASE STUDY

Since June 1995, Flying Saucer has embraced the craft beer community. The chain of craft beer bars with sixteen locations in six states has always championed craft beer first.

“For the last thirty years, the idea was to offer beers in every market that were hard to come by,” says Flying Saucer Houston GM Asa Hanrahan. “A person could come into a Flying Saucer and experience drinking beer from all over the world in one location.”

OVERVIEW

To complement its mission, Flying Saucer developed one of the most unique loyalty programs in the country. To become a Beerknurd (as they're called) in the UFO Club, you pay eighteen dollars, receive a free t-shirt, and start drinking. After you've downed two hundred beers at a specific Flying Saucer location, you get a plate, aka a flying saucer, put on the wall with your name on it.

"We celebrate you for being an awesome beer savant," says Hanrahan. After you put ten plates on the wall, Flying Saucer will cover the costs of a trip for you to the Great American Beer Festival in Denver, CO.

"We're really beer-focused," says Hanrahan, noting they've hosted events over the years with everyone from Sierra Nevada to Avery to all the beer-making greats, "that's very important to us."

In 2010, Flying Saucer expanded into the culinary world, with locations that now include world-class beer and cuisine, including the Meddlesome Moth, Bird Cafe, and Rodeo Goat.

For the past three decades, Flying Saucer has been a staple in the craft beer community and expects to continue providing a haven for fans looking to drink what's new and fresh from breweries around the world.

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I wanted to utilize Untappd Badges to get people in the door so they could try out a new beer. For marketing, there's no better way to do it than an Untappd badge, in my opinion.

- Asa Hanrahan, GM, Flying Saucer

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CHALLENGES

With a dedicated focus on craft beer, menu creation has always been top-of-mind at Flying Saucer. In the early days, the brand only needed to make four menus a year—one for each season. Since 2012, however, the different locations started tapping ten to twenty new beers a week. "Customers were aggressively drinking new beer," says Hanrahan. "We were rotating beer in and out, so finding a way to make a menu was something important to us."

Beyond menu-making capabilities, Flying Saucer was looking for ways to cultivate community around its all-important UFO Club, maximizing getting feet off the streets and butts in seats.

With several significant celebrations throughout the year, including Belgian Beer Week and Oktoberfest, Flying Saucer also needed creative ways to market these big-time events to a dedicated craft beer audience.

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When I go in back and do my data, I just take every check-in and multiply it by our average ticket price. That's how I quantify the exact sales check-ins are bringing in.

- Raynor Brumfield, Marketing & Events, Flying Saucer

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SOLUTION & RESULTS

While researching different platforms for menu creation, Hanrahan says, “Nobody had a better database” than Untappd for Business. He adds, “The menu-making ability Untappd for Business has is a technology all on its own.”

With Flying Saucers’ need to constantly update menus to feed its customers’ appetites, Untappd for Business “seemed like a marriage that was waiting to happen,” says Hanrahan.

After becoming a UTFB customer in 2021, Flying Saucer engaged in marketing campaigns for the first time in 2024, using several of Untappd’s tools, including Untappd Badges and in-app promotions.

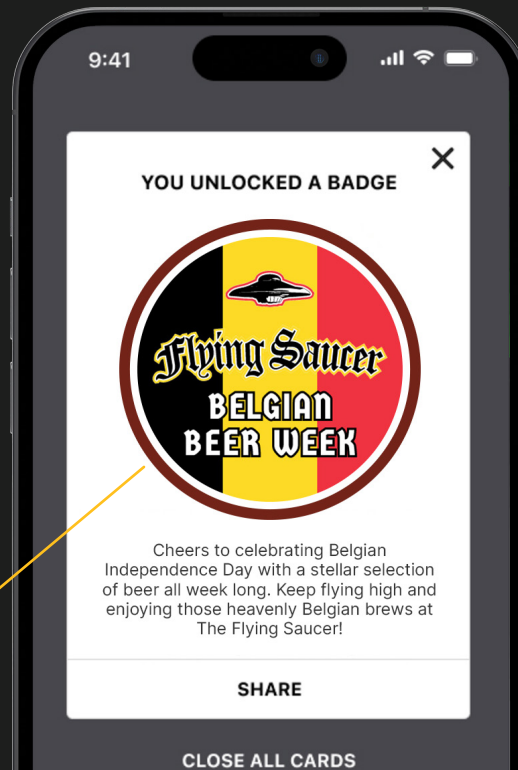
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In 2024, Flying Saucer ran two badge campaigns with Untappd—Belgian Beer Week and Oktoberfest.

The Belgian Beer Week Badge, which was unlocked 804 times when users checked-in a beer from June 15 to June 31 at a Flying Saucer location, drove \$29,571 in on-premise sales.

Flying Saucer Marketing and Events Manager Raynor Brumfield multiplies every badge redemption/check-in by the average ticket price of \$36.78 to quantify the exact sales the badge brings in.

“I walked out into the dining room, and fifteen people were checking in to get that badge,” says Hanrahan. “People couldn’t wait to come in and check one in so they could show their friends.”



Similarly, Flying Saucer’s Oktoberfest Badge included 589 unlocks across two weeks, which, multiplied by a check average of \$36.78, equaled \$21,663.42 of total sales driven strictly by this promotion.

The Untappd badges have proven to deliver not only butts in seats for Flying Saucer but also dollars and cents. Something that can often be difficult to quantify with traditional marketing.

“Our owner told me a long time ago that marketing is really hard to figure out if it works,” says Hanrahan. “Sometimes you’re just doing faith-based marketing where you buy a billboard and hope people drive by and show up. With Untappd, the first time I saw the badges, I was really impressed.”

Hanrahan points out that the value of Flying Saucer’s badges extends beyond the two-week campaign.

“I know as a beer nerd, when I’m going to a different town and looking for a place to go, I look for whatever place has the most check-ins,” he says. “Flying Saucer is always the number one check-in spot when I look it up on Untappd!”

With its success with Untappd badges in 2024, Flying Saucer plans to increase their number of activations to five in 2025.

KEY STATISTICS

The Flying Saucer Belgian Beer Week Badge...



HAD

804

BADGE UNLOCKS



WHICH DROVE

\$29,571

IN SALES (ACROSS 11 LOCATIONS)



IN JUST

2

WEEKS

The Flying Saucer Oktoberfest Badge...



HAD

589

BADGE UNLOCKS



WHICH DROVE

\$21,663

IN SALES (ACROSS 11 LOCATIONS)



IN JUST

2

WEEKS



FLYING SAUCER IS ALWAYS THE

No.1

CHECK-IN SPOT ON UNTAPPD



UNTAPPD'S BADGES DROVE OVER

50K+

IN TOTAL SALES (ACROSS 11 LOCATIONS)

In addition to Flying Saucer, we've worked on successful digital marketing campaigns for these brands and more.



ABOUT UNTAPPD

Untappd is the world's largest social network for the beer community with over 11 million registered users and 165,000 new downloads each month. Users share and discover beer, while connecting with new businesses and friends. More than 12 million beers are checked-in on Untappd each month. Beer enthusiasts engage with partners through the mobile app, providing businesses with valuable opportunities to influence consumer behavior.

*Interested in getting started?
Let's talk about details, timelines, and next steps!*

Learn More at:

MARKETING.UNTAPPD.COM